

Measure title: **New mobility services for visitors in Burgos**

City: **Burgos**

Project: **Caravel**

Measure number: **08.07**

A Introduction

A1 Objectives

The general objective is to encourage visitors' mobility using clean modes of transport. In particular:

- **Objective 1:** Coordinate visitor mobility using clean collective transport
- **Objective 2:** Design guided visitor routes around emblematic places in the city
- **Objective 3:** Encourage collaboration among hotels, taxi drivers, and the tourist board

A2 Description

Visitors and tourism represent an important economic resource for the city of Burgos. The city is famous for its monuments, its gastronomy and its hospitality. Many visitors arrive in the city unaware of its public transport and the services offered. In recent years, the city has promoted singular tourist office and the challenge is to integrate this office into a strategy for sustainable mobility using the resources and information of the public transport service and other options available to visitors (bicycles, buses, taxis, electronic displays...)

The measure outlines ways to stimulate demand for public transport and clean modes of transport among visitors and tourists in the city. Although a variety of individual instruments already exist, the objective is to integrate these into a sustainable mobility services scheme that incorporates all available modes of transport.

The research related activities determined user needs and stakeholders expectations. The work actively seek to involve relevant stakeholders such as hotels, taxi drivers, the tourist board as well as tourists and visitors to the city.

The Tourist taxi was developed of a project focused on promoting collective transport within the municipality involving taxi driver associations in the development of the foreseen itineraries and the management of the routes

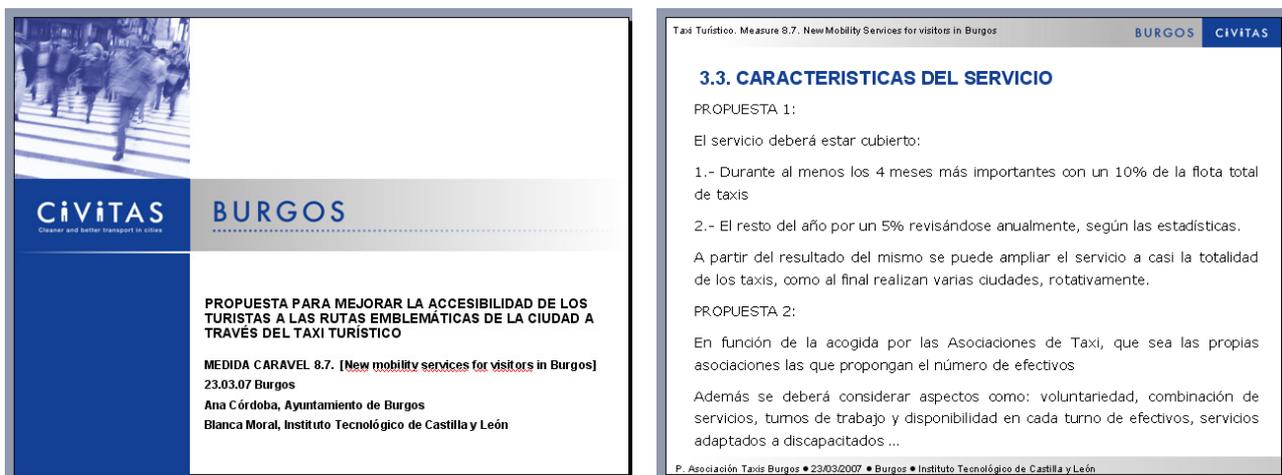


Image 1: Proposal of the tourist taxi and presentation of the stakeholders

Provide information on car parks: locations and occupancy rates, indicating which is closest and provide information on tourist locations near the car parks – This action is linked to measure 6.5 (placing of panels informing on car-park occupancy) and the preparation and introduction of signposting giving directions to the main places of interest in the city, such as sights, hotels, roads and car parks.



Image 2: Model for parking panels



Image 3: Situation of parking panels in the city

Design different itineraries and show places to visit – This action is being defined since various routes will be included in the information which is facilitated on website

Promote the use of visitor bicycles (see Measure 09.06) – The tourists have been considered as potential users of the bicycle lending system. Moreover, other added services are being assessed with the aim of facilitating access to bicycles for tourists

B Measure implementation

B1 Innovative aspects

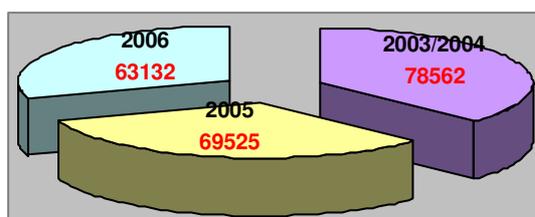
This includes the following innovative aspects of the measure are:

- **New mode of transport exploited:** Exploitation of the collective taxi to realize a new service for tourists. The taxi tourist service represents itself an innovative mobility service for Burgos and for most of the Spanish realities.
- **New policy instrument:** The definition of all the contractual aspects between the Municipality of Burgos and the taxis' companies for the taxi tourist service is an important innovative aspect. The taxis have been defined as an important tool of management in the mobility of tourists and have increased importance of the taxi in the city. It will offer a service nearest to the tourist with a planning of routes and the capacity of the taxi drivers to carry on the services.
- **New physical infrastructure solutions:** New installations for promoting the use of bicycle between tourist and citizens foresee a new point of contact for the mobility services in the city.
- **Targeting a specific user group:** New mobility system for a tourist group when they visit the city.

B2 Situation before CIVITAS

Burgos is a city of interest for visitors due to its long history, emblematic buildings and monuments. The number of visitors to the city has been increasing gradually over the years during the summer months.

Number of visitors



Nevertheless, when visitors arrive in the city, they find themselves facing an information gap when they attempt to travel to the sites they wish to visit, frequent traffic jams in the urban centre, unfamiliarity with parking facilities and a need for improved public transport to sites in peripheral zones. The only existing form of collective visitor transport is a "tourist train" service.

B3 Actual implementation of the measure

The measure was implemented in the following stages:

Stage 1: Design the concept (from December 1st, 2005 – to October 15th, 2006) – The stage included the definition of the needs of visitors and analyse the integration of decision-making in all stakeholder which can modify the actual mobility of the

tourist, like transport operators, tourist operators, taxi companies, parking companies...

Stage 2: Information about facilities (from May 1st, 2007 – to December 12th, 2008) The stage included the analysis of travel discounts in urban transport, appropriate travel passes, information in hotels about the means of moving about the city, web site, accessibility...

Stage 3: Taxi tourist procurements procedures (from December 1st, 2006 – to October 1st, 2008) – The stage included elaboration of agreements between the Municipality of Burgos and taxi companies and other procedures to provide the service for tourists.

Stage 4: Visitor bicycles (from March 15th, 2006 – to October 1st, 2008) – The stage included the promotion of bicycle use through the new service of Bicibur (to see Measure 9.6.) and new office for the citizens and tourist to promote and rent bicycles.

Stage 5: Promotion (from May 15th, 2007 – to July 30th, 2008) – Promote the public transport service among tourist. Some campaigns have been launched to promote the use of tourist taxi among tourist and the use of bicycle in the city (Bicibur campaign and Bicycle office)

Stage 6: Evaluation of the service (from February 1st, 2005 – to September 31st, 2008) – All the evaluation activities were performed according to the evaluation plan.

B4 Deviations from the original plan

- **Encourage visitors to arrive in collective transport:** The possibility of encouraging visitors to arrive on collective public transport by way of the regular lines of transport and railway, it has not been possible to reach agreement owing to the regular public transport services to the city of Burgos that would not include integrated services such as transport, hotels and visits which will allow that more tourist will visit the city on collective transport
- **Timetable for develop of the measure:** The measure was delayed because the Tourist Department preferred to develop the analysis of the activities first and include the CARAVEL actions at a later stage. At the same time they were implementing the “excellence” plan for tourism, and many of the Caravel actions were more or less included in that plan. They decided, anyway, that they wanted to finish first the tourism plan and implemented it, so it provoked that the measure needed more time to develop the planned activities and due to this, at the end of the second year of work, it was considered an initial nine-month extension was necessary and informed the Commission.
- **Modification of initial activities:** The modifications proposed in the Mid Term document have been the following: Reach agreements with hotels regarding public parking, encourage preferential visitor parking (PTP), provide information about facilities and provide visitors with information on possible routes before their arrival in the city (web, tour operators, organised trips etc.) and finally encourage visitors to arrive by collective transport (bonus for cultural visits, less taxes on visits to monuments). Then, the hotel partnerships were collaborated to the Municipality in the availability information about the opportunities to visit the city by Public transport, on foot or by tourist taxi. It was favoured a more active communication and information since the both public and private sector.

B5 Inter-relationships with other measures

The measure is related to other measures as follows:

- **Measure 9.6. – City Bike scheme in Burgos** – The tourists have used the city bike scheme developed to the city of Burgos, thanks to favour the access to the

system through the Tourist Office which incorporated the technological tools to create card to use by the tourists.

- **Measure 11.2 - Sustainable mobility marketing in Burgos.** – Several campaigns have been developed to aware the tourist to use of sustainable transport, in concrete the use of tourist taxi and “Bicibur” bicycles by the tourists.
-

C Evaluation – methodology and results

C1 Measurement methodology

C1.1 Impacts and Indicators

The evaluation of this measure consists in the monitoring, all over the duration of the project, of the development of the level of the service and of its use. Many quantitative and qualitative parameters (derived from direct market analysis, customer satisfaction reports and surveys) have been used to give an exhaustive view of the success of the actions

The evaluation has taken place with a strong interrelation with similar activities under development at a national and international level by Instituto Tecnológico de Castilla y León (ITCL) partner.

| 8.7 NEW MOBILITY SERVICES FOR VISITORS IN BURGOS | | | | | | |
|--|----|---|--------------------|----------------|--|---------------|
| Evaluation Category | N° | Indicator | Units | Source of data | Methodology for indicator construction (survey, modeling, etc) | Baseline date |
| Transport | 19 | Quality of PT service | 5 point scale | Questionnaires | Measured/ Calculated | July 2007 |
| Society | 14 | Acceptance level | % | Questionnaires | Measured/ Calculated | July 2007 |
| Society | 13 | Awareness level | % | Questionnaires | Measured/ Calculated | 2004 |
| Society | 15 | Perception or PT accessibility | 5 point scale | Questionnaires | Measured/ Calculated | July 2007- |
| Society | GI | Visitor numbers at attractions on route | Number of visitors | Council | Measured | -July 2007 |

Detailed description of the indicator methodologies:

| Indicator | Methodology for indicator construction | |
|------------------------|--|---|
| | Definition | Methods of Measurement |
| 19. Quality of service | Quality of service is defined as the user's perception of the overall quality of the service provided. Unit: index of the "perception" of service quality | Method: The perception of service quality should be measured on some-point scale. Frequency: Measurements should be made 2 times during the project Target group: Tourists |
| 13. Awareness level | Awareness level is defined as the percentage of the population with knowledge of a measure on account of provided information. Unit: % | Method: Data could be collected by means of surveys (e.g. questionnaires by mail or by face-to-face interviews). Awareness can be at a variety of levels, it depends on the measure. Frequency: Measurements should be made 2 times during the project Target group: Tourists |
| 14. Acceptance level | Acceptance level is defined as the percentage of the population who favourably receives or approve of the measure. Unit: % | Method: User acceptance can be assessed through surveys (e.g. questionnaires by mail or by face-to-face interviews). Frequency: Measurements should be made 2 times during the project Target group: Tourist, Hotel and Taxi Associations |

| Indicator | Methodology for indicator construction | |
|---|---|--|
| | Definition | Methods of Measurement |
| 15. Perception of service accessibility | Perception of service accessibility is defined as the user's perception of the physical accessibility of the service. This concerns, for instance, the distance to the nearest PT stop and the convenience of getting there. Unit: index of "accessibility perception" on a 5-point scale. | Method: Data can be collected by means of surveys (e.g. Questionnaires by mail or by face-to face interviews), Frequency: Measurements should be made 2 twice during the project Target group: Tourist |
| G1.Number of visitors attending attractions | This indicator is defined as number of visitor which used mobility services Unit: number of visitor | Method: These data will be provided by the council Frequency: Data will be collected on an annual basis. Target group: Visitors |

C1.2 Establishing a baseline

Various tools were used to evaluate the 5 performance indicators for this measure. Further information was gathered from data sources of the Municipal Services, principally data of Tourist Department. The frequency of measurement and the exact source data are defined in the section C1.1. and C2. of this document.

Additional survey work took place on July of 2007 to establish the first data which included the awareness, acceptance, quality and perception of visitors to the new transport solutions.

The survey to the tourist group included several questions which allowed to evaluate the modal split to move to Burgos and in the city, the parking conditions, the taxi, bicycle and public transport possibilities.

Also, the acceptance of the measure was assessed by interview face to face with hotels and taxi Associations.

The results are shown in section C2.

C1.3 Building the business-as-usual scenario

Burgos is a touristic city which has increased the number of visitors every year. The actions performed within the project have offered to the tourists comparing with the do-nothing scenario:

- The possibility to visit the city in a free bicycle (thanks to the bicycle loan system BiCiBUR, absolutely free for tourist). More than 400 tourists have chosen this option, saving private cars or taxis polluting the city.
- The possibility to take a tourism taxi, despite is a recent measure, more than 100 tourist have chosen this option, saving the pollution of two, three or more private cars, and saving the parking spaces close to the monuments (so close to the city centre, just the most complicated point).
- The possibility to realize walking tours to see the monuments; more than 3,000 guided maps have been distributed.
- The possibility of walking in accessible paths. More than 5,000 people went into the tourism information points and they received information concerning this point.
- More than 2,000 visits to the web site to find information concerning the sustainable ways to arrive in to the city, as well as to get information concerning walking tours or accessible tours to visit the City.

C2 Measure results

The performance indicators for the evaluation of Measure 8.7. are divided into 2 sections: transport and society. Many of these indicators were evaluated using both quantitative and qualitative data collection methods. A full explanation of the indicators and how they were quantified is available in the section C1.1 and C1.2. of this document.

C2.1 Economy

N/A

C2.2 Energy

N/A

C2.3 Environment

N/A

C2.4 Transport

For the transport indicators, the same methodology was used in 2007 and 2008, according to the rules defining in the C1 section.

Survey work took place in July of 2007 to establish the Baseline Scenario which included the **quality of service and modal split** of tourist to initiative and the evaluation of mobility services.

The survey for **quality of service and modal split** to establish the data results of **tourist/visitors** to initiative and the evaluation of mobility services took place between June/July of 2008. In these surveys, same questionnaires of 2007 surveys were presented to the **tourist/visitors** in different areas of the city. The principal aim was understanding and awareness if the mobility services had any influence in the mobility issues of the **tourist/visitors**.

| Name of target group | Date of survey | Sample size | Purpose | Relevant question to assess |
|-----------------------------|-----------------------|--------------------|--|---|
| tourist/visitors | July 2007 | 250 | Quality of service and modal split of specific measure | Quality of service – What is your position about the quality of services offered to the tourists? |
| tourist/visitors | June/July 2008 | 250 | | Modal split |

2007 Data results: 250 visitors completed the survey regarding the transport services offered to the tourists. 47,1% of the respondents were male and 52,9% female. The age ranges of the respondents were distributed as 2,0% (<20), 13,7% (20-30), 27,5% (31-40), 51,0% (41-65) and 5,9% (>65).

2008 Data results: In the same way, 250 visitors complete the survey. In this case, 59,1% of the respondents were male and 40,9% female. The age ranges of the respondents were distributed as 0,9% (<20), 20,9% (20-30), 23,6% (31-40), 50,0% (41-65) and 4,5% (>65).

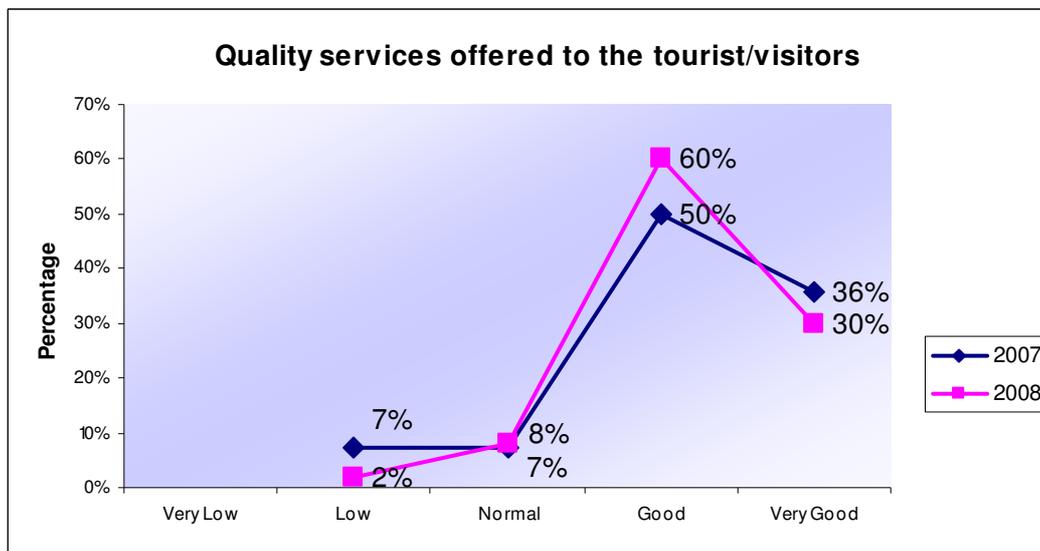
Indicator - Quality of the Service

| Table 2: Results of transport indicators (I) | | | |
|--|--|--|--|
| Indicator | Relevant Question | Data Result 2007 | Data Result 2008 |
| (19) Quality of service | What is your position about the quality of services offered to the tourists? | Very Good: 36% Good: 50% Normal: 7% Low: 7% Very Low: 0% | Very Good: 30% Good: 60% Normal: 8% Low: 2% Very Low: 0% |

In 2007, the respondents were asked about their opinion on the quality of services offered to tourists, 36% stated that the quality of services offered was very good, 50% stated that it was good, 7% stated that it was normal, but 7% stated it was low.

In 2008, 60% stated that the quality of services offered was good, 30% very good, normal 8% and 2% stated that it was low.

In conclusion, the data obtained shows that the perception of the tourists regarding the quality of the services offered to them were good and very good. There was a clear and slow tendency to increase the perception of the quality by the tourists which considered that it was 10% better in one year (50% in 2007 and 60% in 2008). So principally thinking in the bus and bicycle facilities, the tourists agree with the efforts made by the Council.

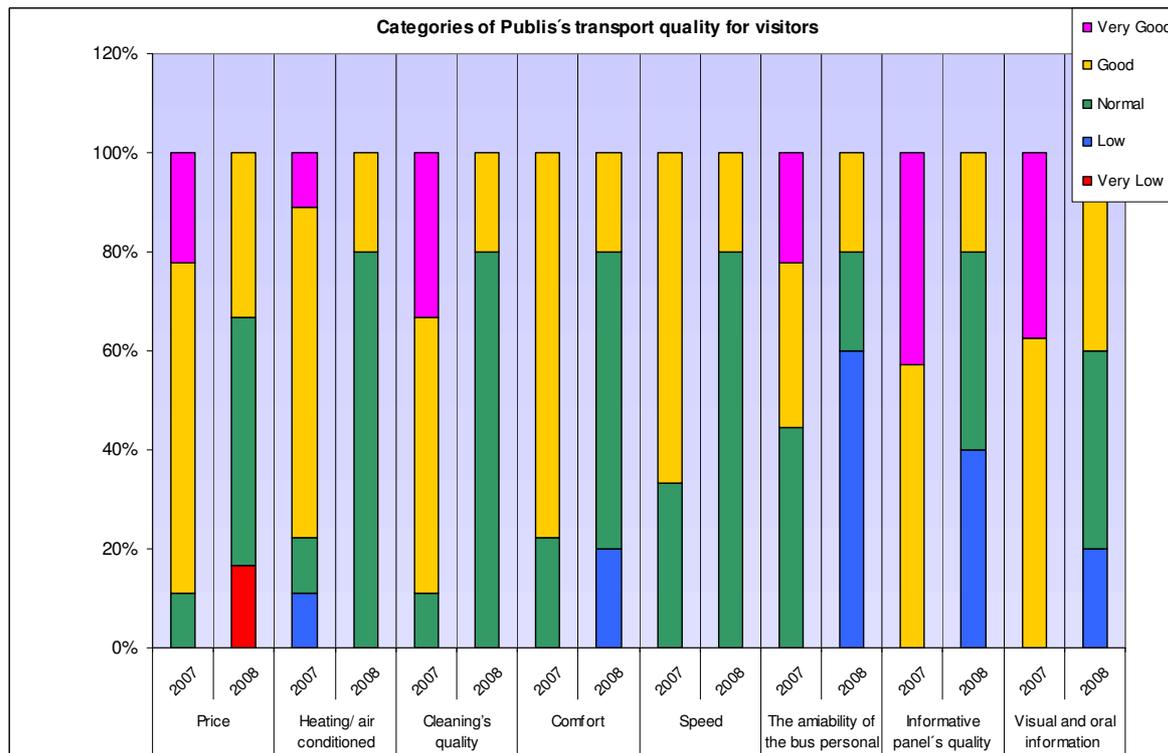


Graphic 1: Comparatives of quality service offered to the visitors

Additionally, other questions were realized to the tourist in each survey. These questions were relationship with the following quality aspects related to the PT offer:

- Price
- Heat/air conditioned
- Cleaning’s quality
- Comfort of PT
- Speed of PT
- Amiability of the bus personal
- Informative panel’s quality

▪ Visual and oral information in PT



Graphic 2: Comparison of the quality of services offered to visitors

Related to the opinion about the price of PT, the tourist answered quite differently in 2007 and 2008. Highlights in 2007 that the opinion of the tourist was 66% ranked the services good, 11% normal and 22% very good. In 2008, the perception was quite opposite, only 33% considered it good, 50% normal and 16% very low. The tariffs only grew the percentage of the Spanish prices grew (3,5%) so it means that due to a crisis year, the tourists arrived into the City with less money than the year before. Anyway, the prices of the PT in the city, as already explained, are one of the lowest prices in the Country, so it means that tourist now they have less money to spend.

Related to their opinion about heating/air conditioned, the tourists in 2007 believed the quality was low or very low with a 11% . Good was considered for the 67% and 11% of them thought it was very good This tendency was different in the year 2008, 80% believed the quality was normal and only 20% that was good. As a result it can be stated that the tourist's opinion on the quality of heating/air conditioner in the buses is good or appropriate, not thinking is bad in general terms.

Regarding their opinion about the cleaning's quality, comfort and speed, it followed the same tendency that the heating/air conditioned services and showed an good tendency in 2008 respect 2007, the opinion is more favourable.

Regarding the amiability of the personal, 60% (2008) thought it was low in contraposition to the positive data obtained in 2007 (44% normal, 33% good and 22% very good).

As it was already explained in other measure, the drivers changed in 2008, and many of them had no many experience. When some people asked them for doubts, they didn't know the answer, so it does not mean they are not nice, very probably means that they do not really know the answer.

Other important factor is the English knowledge. Some of the veteran drivers they do not speak English but they knew the requirements of the tourists. The new drivers do not speak a word in English, and many tourists ask the doubts in that language. The drivers felt insecure and the tourist had the perception that they are not nice with them.

The same thing occurred regarding the informative panels and visual and oral information. It indicated that the perception of the tourist about the quality aspects offered was reduced in one year. However, in the most cases the quality offered continued normal or good, at least 50%.

The explanations can be explained as already explained in the measure concerning the quality of PT, in 2007 those panels were installed and they give information in few times not very reliable. But the action itself gave a good perception of the quality of the PT. In the year 2008 the service provided the same information waiting for the change of the localization system, but it is logical that they want a better service, sometimes not offered by these panels.

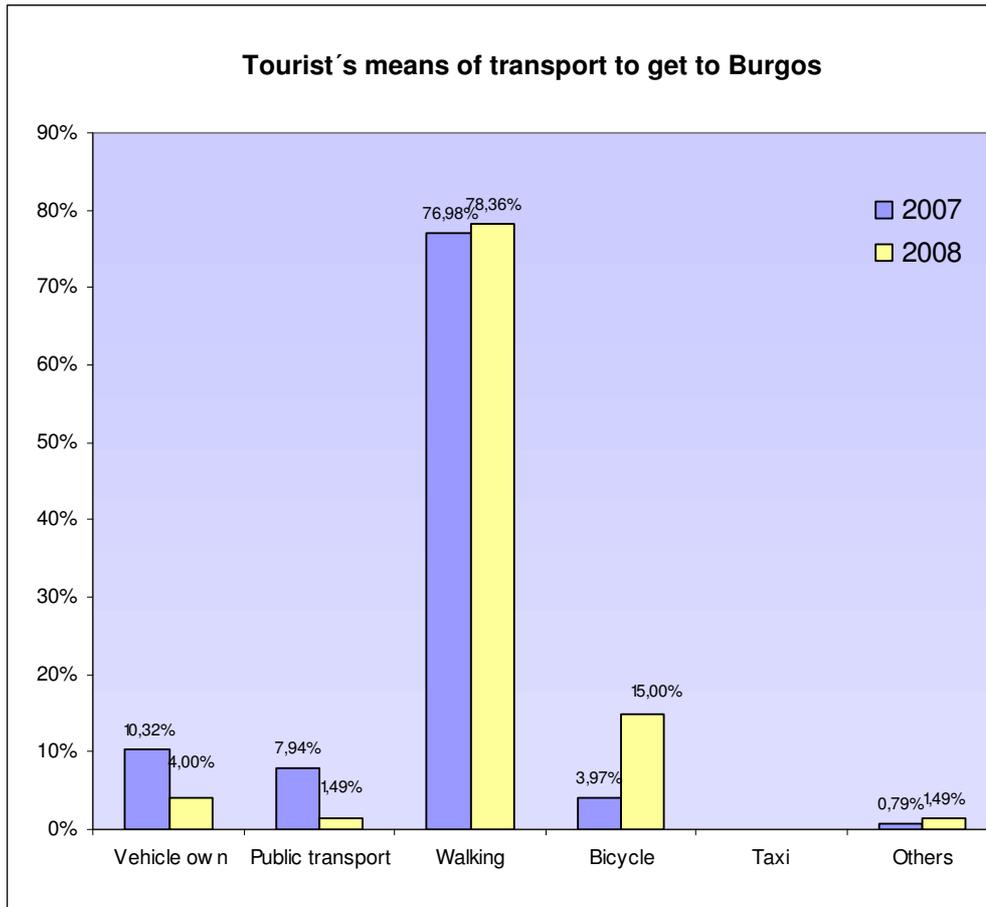
Indicator - Modal split of the tourist

| Table 3: Results of transport indicators (II) | | | |
|---|--|---|---|
| Indicator | Relevant Question | Data Result 2007 | Data Result 2008 |
| Modal split | Transport used to arrive into the city | Walking: 76% Private vehicle: 10% Collective transport: 7% Bicycle: 3% | Walking: 78% Private vehicle: 4% Collective transport: 1% Bicycle: 15% |

In the surveys of 2007 and 2008 tourists were asked about the means of transport they have used to arrive to Burgos. The survey used the same methodology that has been explained in other indicators.

The majority of the tourists stated that they have arrived walking (76% in 2007 and 78% 2008). This answer depends on the "Camino de Santiago" when many visitors arrive to Burgos on foot. The rest of the transports used by the tourist to arrive the city were:

- In 2007, 10%, arrived with private vehicles, 7% in collective transport and 3% by bicycle
- In 2008, 4% arrived with private vehicles , 1% in collective transport and 15 % by bicycle
- There were clear differences between the two years, because both private vehicles and collective transport shares were reduced both by 6%.
- The bicycle share was increased by 12% in one year due to the fact that many tourists arrive to Burgos on their way to Santiago de Compostela while they are doing the "Camino de Santiago, Pilgrim's way" where many people do this pilgrimage and stop in the city to visit its main attractions.



Graphic 3: Modal split of the visitors to become Burgos

The survey in fact gives a good impression of sustainability, but perhaps it is not so relevant as the survey was performed in the streets (close to the monumental area) and it was full of pilgrims. A new survey must be done asking in Hotels to have the perception out of the pilgrim's way, which it will give data concerning the "non sustainable" tourists (pilgrims use to stay in hostels or lodges).

C2.5 Society

For the society indicators, the same methodology was used in 2007 and 2008, according to the rules defining in the C1 section.

Survey work took place in July of 2007 to establish the Baseline Scenario which included the **awareness, acceptance and perception of service accessibility** of tourist to initiative and the evaluation of mobility services.

The survey for **awareness, acceptance and perception of service accessibility** to establish the data results of **tourist/visitors** to initiative and the evaluation of mobility services took place between June/July of 2008. In these surveys, same questionnaires of 2007 surveys were presented to the **tourist/visitors** in different areas of the city. The principal aim was understanding and awareness if the mobility services had any influence in the mobility issues of the **tourist/visitors**.

Table 4: Details of the relevant society surveys

| Name of target group | Date of survey | Sample size | Purpose | Relevant question to assess |
|----------------------|----------------|-------------|--|---|
| tourist/visitors | July 2007 | 250 | Awareness and acceptance and rate of accessibility of specific measure | Awareness level – Do you know the transport services in the city? |
| tourist/visitors | June/July 2008 | 250 | | Acceptance level – Acceptation of new tourist taxi service, do you think the tourist taxi is a good idea? Perception of accessibility - Accessibility/Visibility of TP/ bus stop |

2007 Data results: 250 visitors completed the survey regarding the mobility services. 47,1% of the respondents were male and 52,9% female. The age ranges of the respondents were distributed as 2,0% (<20), 13,7% (20-30), 27,5% (31-40), 51,0% (41-65) and 5,9% (>65).

2008 Data results: In the same way, 250 visitors completed the survey. In this case, 59,1% of the respondents were male and 40,9% female. The age ranges of the respondents were distributed as 0,9% (<20), 20,9% (20-30), 23,6% (31-40), 50,0% (41-65) and 4,5% (>65).

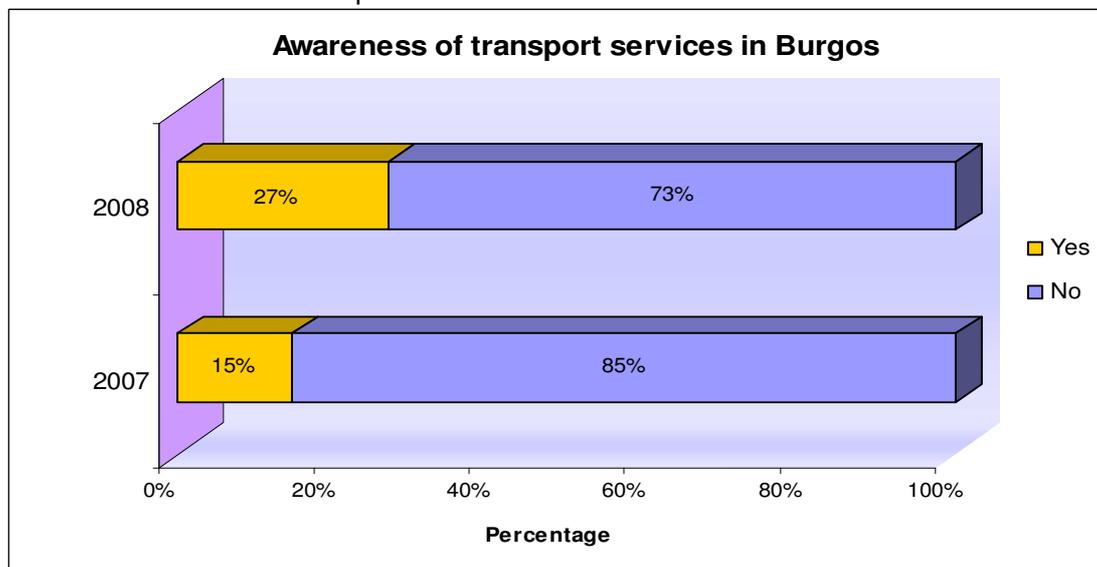
Indicator - Awareness level

Table 5: Results of society indicators (I)

| Indicator | Relevant Question | Data Result 2007 | Data Result 2008 |
|----------------------|---|---------------------|---------------------|
| (13) Awareness level | Do you know the transport services in the city? | Yes: 15% No: 85% | Yes: 27% No: 73% |

In 2007, the respondents were asked if they were aware of the transport services in the city and 15% stated that they were aware of the transport services, while 85% didn't have any information about the transport services.

In 2008, 27% stated that they were aware of the transport services, while 73% didn't have any information about the transport services.



Graphic 4: Awareness of transport services offered by the city to the tourist/visitors

There was an increase of 12% in the awareness of tourists regarding the transport services offered to them in Burgos. However, many tourists still not know the possibilities that the public transport can offer while visiting the city.

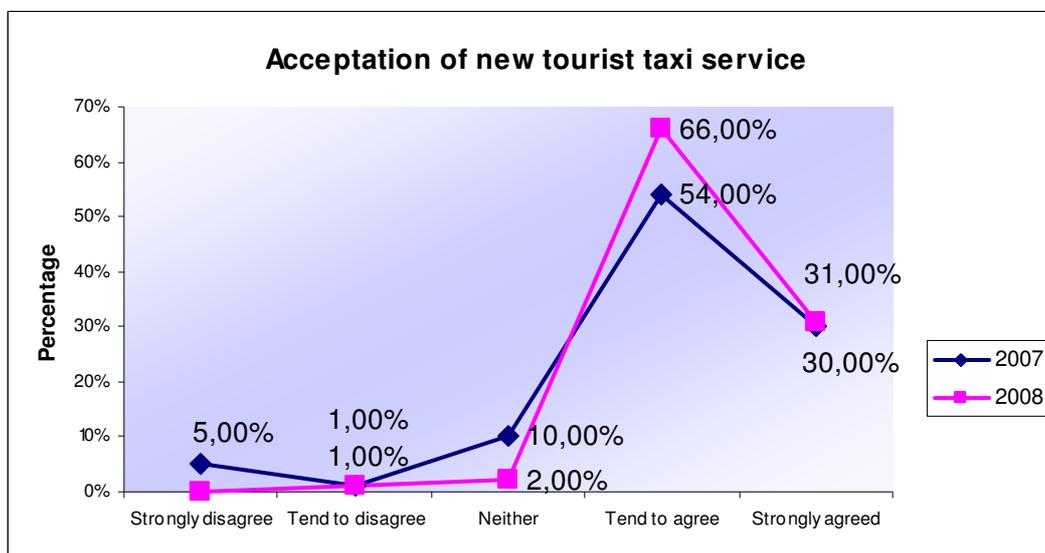
Indicator - Acceptance level

| Indicator | Relevant Question | Data Result 2007 | Data Result 2008 |
|------------------------------|--|--|---|
| (14) Acceptance level | Acceptation of new tourist taxi service, do you think the tourist taxi is a good idea? | Strongly agree: 30% Tend to agree: 54% Neither: 10% Tend to disagree: 1% Strongly disagree: 5% | Strongly agree: 31% Tend to agree: 66% Neither: 2% Tend to disagree: 1% Strongly disagree: 0% |

In 2007, the respondents were asked about their opinion on the new tourist taxi service, 30% stated that they strongly agree with the initiative, 54% tend to agree, 10% stated that the new tourist taxi service were normal, 1% tend to disagree and 5% stated that they were strongly agree about the new tourist taxi service.

In 2008, 31% stated that they strongly agree with the new tourist taxi service, 66% tend to agree, 2% stated that the new tourist taxi service was normal and 1% tend to disagree.

In every year the response is good and they agree with the initiative .



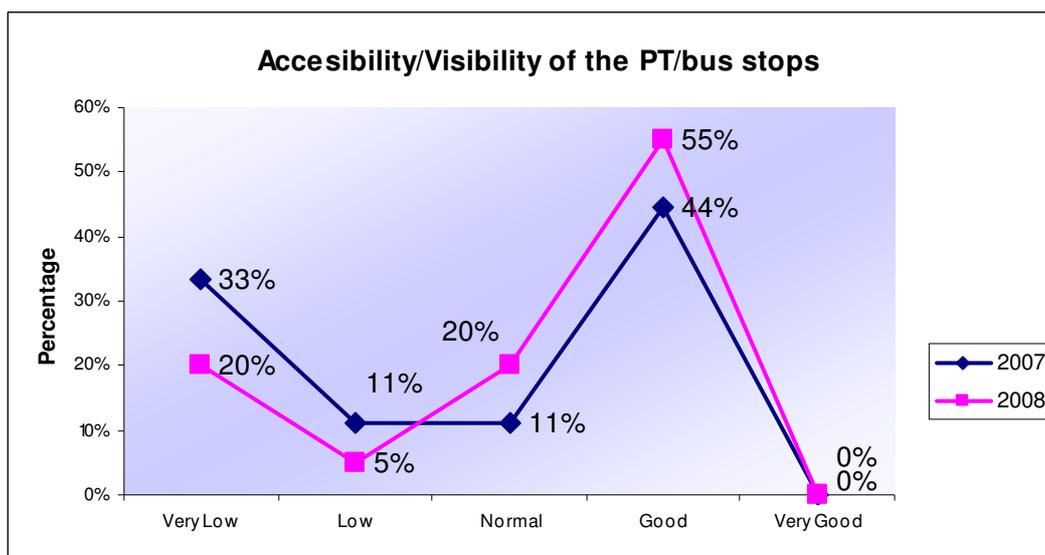
Graphic 5: Acceptance of new tourist taxi services oriented to the tourist

Indicator - Perception or PT accessibility

| Table 7: Results of society indicators (III) | | | |
|--|--|--|---|
| Indicator | Relevant Question | Data Result 2007 | Data Result 2008 |
| (15) Perception or PT accessibility | Accessibility/Visibility of TP/ bus stop | Very Good: 0% Good: 45% Normal: 11% Low: 11% Very Low: 33% | Very Good: 0% Good: 55% Normal: 20% Low: 5% Very Low: 20% |

In 2007, the respondents were asked about their perception on the accessibility/visibility of PT and the bus stops , 45% stated that the accessibility/visibility of PT and the bus stops was good, 11% stated that it was normal, while 7% stated it was low and 33% stated it was very low.

In 2008, 55% stated the accessibility/visibility of PT and the bus stops were good, 20% stated that it was normal, and 5% stated it was low and 20% stated it was very low.



Graphic 6: Opinions of the tourists about the accessibility/ visibility of PT and bus stops in the city

In general, the tourist considered that the accessibility or visibility of the PT/bus stops is good and a good sign is that this share has grown by 11% in one year thanks to the introduction of this measure. However, an important percentage of visitors considered that the visibility of the bus stops was not totally adequate and this surely should be improved in the future. Perhaps some of the big efforts were done focus to the citizens but not the tourists, so the Council has to explain a little bit more the PT for tourist or editing guides in English, for example.

Indicator - Visitor number at tourist attractions

| Indicator | Data Result 2006 | Data Result 2007 |
|--|---------------------|---------------------|
| (GI) Visitors number at attractions on route | 89 | 146 |

The results were obtained in the interviews with the tourist who attended tourist attractions. These interviews were realized during the summer (July and August) by the personnel in charged of doing the surveys.

The visitor numbers at attraction related to the tourist activities was increased in one year 57%. It was due to some new attractions were launched in 2007 respect to 2006 as the walking tours or the guided tours for disables. Nevertheless, the number in 2008 or the following years will increase mainly because of the tourist taxi initiative which is supposed to move lots of people for the future, as well as the new initiatives thought to launch the bicycle for tourists groups or the new accessibility actions.

C3 Achievement of quantifiable targets

| No. | Target | Rating |
|--|---|--------|
| 1 | Increasing the number of target-user groups involved | ** |
| 2 | Increasing the number of passengers from different target groups using collective private transport | * |
| 3 | Evolution of modal split of the tourist target to other modes of transport | ** |
| NA = Not Assessed * = Not achieved ** = Achieved in full *** = Exceeded | | |

C4 Up-scaling of results

Up-scaling of this measure is possible due to its continued activity in the time. There are future tourist attractions in the city which will increase the number of tourist in the city and could be protected of the private car impact by pro-active mobility actions for tourists. Tourist attractions related to mobility will favour that the visitors have more opportunities to use PT, bicycles or collective cars to move in the city. The congestion will be reducing in the summer period and the pollution also. In mid long scale as 2011, the tourist will have adequate offers to move in the city with sustainable transport.

C5 Appraisal of evaluation approach

After the evaluation of the measure, some considerations were done aiming at improving the evaluations of similar actions in the city. Some appraisals are the following:

- Short time for the evaluation approach due to the delay in the timetable of the measure which produced that the working period differences between estimated values of indicators “before” and “after” measure implementation might be statistically not significant.

- Better coordination among Tourist and Mobility departments to realize evaluation to other stakeholders, as hotels, tourist office and directors of the principal monuments of the city which to obtain other kind of data which could allow to launching new strategies for the mobility of tourist target group.
- Evaluation of quality service of tourist taxi should be carried out periodically, with the aim to assure that the service offered to visitors is adequate and satisfies the demands of mobility (routes, timetables, flexibility of stops, information provided ...).

C6 Summary of evaluation results

The key results are as follows:

- **Mobility information facility to the tourist** – Thanks to the new traffic equipment, as the telematic parking panels (joint Measure 12.2.), the information for the tourist was improved and the information of traffic on real time was increased. Moreover, new tools were designed to improve the tourist information through the web site and the tourist had opportunities to analyse the mobility issues before to become Burgos.
 - **New mobility services for the tourist** – Services as tourist taxi and city bike scheme availability for the tourists were launched in Burgos city. These services were good received by the tourist and his demand was increased about all in summer time.
-

D Lessons learned

D1 Barriers and drivers

D1.1 Barriers

- **Barrier 1** – Conflicting responsibilities between different local council departments for the development of measures which might delay demonstration activities. In such an eventuality, the CIVITAS local committee decided which department should bear responsibility for the tasks and for coordination with other departments. Some of the activities were realized some departments, then the leader of team directed the proposals to carried out.
- **Barrier 2** – Agreements to arrive on collective public transport by way of the regular lines of transport and railway - Since the first moment, a clear municipality team worked in this issue, however it has not been possible to reach agreement owing to the regular public transport services to the city of Burgos that would not include integrated services such as transport, hotels and visits which had avoided that more tourist could visit the city on collective transport.
- **Barrier 4** – Agreements to the collective taxi association to launch the tourist taxi programme – The team of the measure worked in the taxi tourist strategic though the integration of the observation of the taxi association realized to the initial programme.
- **Barrier 5** – Tourist and hard understanding of the rules, procedures and information of monuments, transport facilities and traffic movements in the city. Civitas local committee worked to resolve the lack of information of the transport modes and facilities for the visitors though to improve the accessibility to language, the number of alternatives transport for the tourist, etc...

D1.2 Drivers

- **Driver 1** – Favourable attitude of Taxi Association which collaborated actively in the implementation and operation phase. Through numerous meetings a clear position for working in the taxi tourist programme was established.

D2 Participation of stakeholders

- **Stakeholder 1** - Tourists: Principal stakeholders which the planned activities are directed. The proposals .to improve the mobility of private vehicle by the tourist and to use other sustainable transport to visit the principal place of interest, were the principal issues to work with this stakeholder.
- **Stakeholder 2** – Transport operator: New proposals to promote the sustainable transport directed to the tourist were launched. The taxi operators will reach an agreement to promote the tourist taxi.
- **Stakeholder 3** – Hotel Association: Analysis of the hotels facilities for the tourist where the principal issues treated with stakeholder.
- **Stakeholder 4** – Taxi Association: Active participation in the taxi tourist programme.

- **Stakeholder 5** – Tourist operators: Improve the facilities and conditions on mobility and transport of the tourist were the principal participation of these tour operators in the project.

D3 Recommendations

- **Information and awareness raising** – It is essential to inform tourist about the new mobility and transport services are available in the city. The diffusion of the activities should engage to hotels, information office, monuments, bar and restaurants with the aim to facility the information and reach the majority of tourists who visit our city
- **Cooperation with operator** – It is essential to analyze the requirements of the operators before to launch a new service focus on the mobility of the visitors. The negotiations could be hard if the interests and benefits of the operators were not taken into account.

D4 Future activities relating to the measure

The Council has planned to launch a new service for the tourist through the use for bicycle in the tourist routes and for groups.

More information in other languages will be launched in English concerning the PT, the bicycle system, the accessibility facilities or the walking and bicycle tours. It is important to stress the information focus on tourists, because in these years the information was focus to the citizens, and not so much to the tourists that they have a lack of information in some cases.